WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Dudley Media
919 Catharine St
Philadelphia, PA 19147

Schedule Dates	09/25/12-10/01/12
Advertiser	Florida Democratic Party 3 Pack (23075)
Agency	Dudley Media (7265)
Product	POLITICAL ISSUE (ns) (1187)
Brand	FL DEM SACHS/BRUNO/S (475045)
Salesperson	TeleRep/DC, Washington DC (2995)
Sales Office	TeleRep Washington DC
Buyer Name	DUDLEY,BOB
Phone/Fax	(202) 675-6936 /
CPE	N/A
Account Types	National/Political Issue Agency BRD
Billing Type	Weekly/Irregular
Comments	FL DEM SACHS/BRUNO/S ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Last Modified	09/24/12
Entered By	Nancy Brutus
CO-OP	No
Headline #	06332533
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$1,841.25
Net Total	$10,433.75
Sales Tax	

By Broadcast Month	Spots	Rate
Sep. 2012	27	$9,900.00
Oct. 2012	6	$2,375.00
Grand Total:	33	$12,275.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/25/12-09/28/12	4	:30	6A- 7A (EST)	4		X	X	X	X			4	$350.00	$1,400.00	West Palm Beach (WPEC)		9/24/12
2.0	Normal Line / SPOT (2)	10/01/12-10/01/12	4	:30	6A- 7A (EST)		1							1	$350.00	$350.00	West Palm Beach (WPEC)		9/24/12
3.0	Normal Line / SPOT (3)	09/25/12-09/28/12	4	:30	7A- 9A (EST)	4		X	X	X	X			4	$225.00	$900.00	West Palm Beach (WPEC)		9/24/12
4.0	Normal Line / SPOT (4)	10/01/12-10/01/12	4	:30	7A- 9A (EST)		1							1	$225.00	$225.00	West Palm Beach (WPEC)		9/24/12
5.0	Normal Line / SPOT (5)	09/25/12-09/28/12	4	:30	9A- 10A (EST)	4		X	X	X	X			4	$200.00	$800.00	West Palm Beach (WPEC)		9/24/12
6.0	Normal Line / SPOT (6)	10/01/12-10/01/12	4	:30	9A- 10A (EST)		1							1	$200.00	$200.00	West Palm Beach (WPEC)		9/24/12
7.0	Normal Line / SPOT (7)	09/25/12-09/28/12	4	:30	4P- 5P (EST)	4		X	X	X	X			4	$300.00	$1,200.00	West Palm Beach (WPEC)		9/24/12
8.0	Normal Line / SPOT (8)	10/01/12-10/01/12	4	:30	4P- 5P (EST)		1							1	$300.00	$300.00	West Palm Beach (WPEC)		9/24/12
9.0	Normal Line / SPOT (9)	09/25/12-09/28/12	4	:30	6P- 6:30P (EST)	4		X	X	X	X			4	$600.00	$2,400.00	West Palm Beach (WPEC)		9/24/12
10.0	Normal Line / SPOT (10)	10/01/12-10/01/12	4	:30	6P- 6:30P (EST)		1							1	$600.00	$600.00	West Palm Beach (WPEC)		9/24/12
11.0	Normal Line / SPOT (11*)	09/29/12-09/29/12	3	:30	6P- 6:30P (EST)							1		1	$300.00	$300.00	West Palm Beach (WPEC)		9/24/12
12.0	Normal Line / SPOT (12*)	09/30/12-09/30/12	3	:30	6:30P- 7P (EST)								1	1	$300.00	$300.00	West Palm Beach (WPEC)		9/24/12
13.0	Normal Line / SPOT (13)	09/26/12-09/27/12	4	:30	11P- 11:30P (EST)	2			X	X				2	$700.00	$1,400.00	West Palm Beach (WPEC)		9/24/12
14.0	Normal Line / SPOT (14)	10/01/12-10/01/12	4	:30	11P- 11:30P (EST)		1							1	$700.00	$700.00	West Palm Beach (WPEC)		9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend P/B Piggy Back

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15.0	Normal Line / SPOT (15)	09/29/12-09/29/12	4	:30	6A- 7A (EST)							1		1	$150.00	$150.00	West Palm Beach (WPEC)		9/24/12
16.0	Normal Line / SPOT (16)	09/30/12-09/30/12	4	:30	7A- 8A (EST)								1	1	$150.00	$150.00	West Palm Beach (WPEC)		9/24/12
17.0	Normal Line / SPOT (17)	09/30/12-09/30/12	4	:30	9A- 10:30A (EST)								1	1	$900.00	$900.00	West Palm Beach (WPEC)		9/24/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend P/B Piggy Back

Printed At: 04:26 PM on Monday, September 24 2012

NAB FORM PB 14 JULY- 1992- (Item # 4046)

NAB BROADCASTERS — AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION and LOCATION WPEC-TV West Palm Beach FL Date 9-20-12

I, Dudley Media (on behalf of) Florida Democratic Party

A legally qualified candidate of the Democratic political party for the office of Fl. State Senate

In the General election to be held on 11-6-12 do hereby request station time as follows:

WPEC #1377680 $12,275 = (Gross)

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
		- See Attached -				

Date of First Broadcast	Date of Last Broadcast
9-25-12	10-1-12

Total Charges: $10433.75 net

The broadcast time will be used by Florida Democratic Party - Sachs/Bruno/Smith

I represent that the payment for the above-described broadcast time has been furnished by Florida Democratic Party - Sachs/Bruno/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is () a corporation; () a committee; () an association; of () other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least _____ Before the time of the scheduled broadcast. (*Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.*) The station has disclosed to me it political advertising policies including; applicable class and rates; and discounts, promotional and other sales practices. (*Note: The preceding sentence may be deleted).* The purchase of the time described herein is controlled, approved or authorized by the candidate or hi/her authorized committee. (*Note: the preceding sentence applies only to candidates for non-federal office).*

Date 9-20-12 (Candidate or Agent) Bob Dudley

☒ Accepted ☐ Rejected By Lillie K Robert Title Sale Director

This request whether accepted or rejected, will be available for public inspection for a period of two years.

CBS 12 WPEC WEST PALM BEACH

RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLA. Dem Party 13 PAC PARTY: Democratic

OFFICE/DESCRIPTION: Sachs, Brown, Smith ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dudley
Candidate Manager (Agency) Committee (circle one)

ADDRESS: Dudley Media
919 Catharine St.
Philadelphia, PA 19147

PHONE: _____ FAX: _____

EMAIL: _____

Information Requested: Rates & Avails

Final Disposition: Order placed $12,275

If Committee, list officers and position: Alma Gonzalez, Treasurer

TAKEN BY: Cheryl Blair / T Rep Wash DATE: _____ TIME: _____